What is claimed:

1. A roof rail for a motor vehicle roof, said roof rail comprising:

an elongated main body portion including an open channel extending between opposing first and second ends; and

an end portion integrally formed with said main body portion at each of said first and second ends thereof for attaching said roof rail to the motor vehicle roof.

2. A roof rail as set forth in claim 1 wherein said main body portion is injection molded from an organic resin material reinforced with long glass fibers.

3. A roof rail as set forth in claim 2 wherein said organic resin material is a thermoplastic material.

4. A roof rail as set forth in claim 3 wherein said main body portion includes a pair of spaced apart outer walls and a connecting wall extending therebetween defining said open channel.

5. A roof rail as set forth in claim 4 wherein said main body portion is generally C-shaped.

6. A roof rail as set forth in claim 5 wherein said thermoplastic material is polypropylene.

7. A roof rail as set forth in claim 6 wherein said long glass fibers in said roof rail have a length of approximately 4-6 mm.

8. A roof rail as set forth in claim 7 including an end cap fixedly secured to each of said end portions for providing said roof rail with an aesthetically pleasing appearance.

9. A roof rail as set forth in claim 8 including a clip for connecting said end cap to one of said end portions.

10. A roof rail as set forth in claim 8 wherein said end cap is integrally formed with each of said end portions for providing said roof rail with an aesthetically pleasing appearance.

11. A roof rail as set forth in claim 10 wherein each of said end portions includes a bottom surface and an outboard wall extending upwardly therefrom.

12. A roof rail as set forth in claim 11 wherein said bottom surface includes a plurality of mounting apertures extending therethrough.

13. A roof rail as set forth in claim 12 wherein each of said end portions includes a loop structure for providing a tie down point in order to secure articles to said roof rail.

14. A roof rail as set forth in claim 1 including a mid-mount secured to said main body portion at a location between said opposing first and second ends thereof for preventing deformation of said main body portion as a load is applied thereto.

15. A roof rail as set forth in claim 14 wherein said mid-mount is integrally formed with said main body portion.

16. A roof rail for a motor vehicle roof, said roof rail comprising:

an elongated main body portion extending between opposing first and second ends;

an end portion integrally formed with said main body portion at each of said first and second ends thereof for attaching said roof rail to the motor vehicle roof; and

a loop structure integrally formed with at least one of said main body and end portions for providing a tie down point in order to secure articles to said roof rail.

17. A roof rail as set forth in claim 16 wherein each of said end portions includes a bottom wall abutting the motor vehicle roof when said roof rail is secured thereto.

18. A roof rail as set forth in claim 17 wherein said bottom wall of each of said end portions includes a plurality of roof mounting apertures.

19. A roof rail as set forth in claim 18 wherein each of said end portions includes an outboard wall connected to said bottom wall for supporting said loop structure.

20. A roof rail for a motor vehicle roof, said roof rail comprising:

an elongated main body portion extending between opposing first and second ends and having a reinforcement structure integrally molded therewith; and

an end portion integrally formed with said main body portion at each of said first and second ends thereof for attaching said roof rail to the motor vehicle roof.

21. A roof rail as set forth in claim 20 wherein said main body portion includes a pair of spaced apart outer walls and a connecting wall extending therebetween.

22. A roof rail as set forth in claim 21 wherein said pair of outer walls and said connecting wall define an open channel for housing said reinforcement structure therewithin.